

Subject: Re: Sepulveda E'Way/Large Scale permanent banner
From: Donald Duckworth <duckworth.donald@gmail.com>
Date: 02/02/2017 10:30 PM
To: Cynthia Rogers <westchester.cfm@gmail.com>
CC: Miki Payne2 <miki@hbdrollinger.com>
BCC: Donald R Duckworth <duckworth.donald@gmail.com>

Sorry I'm just now seeing this.

I like the idea. I'm not sure what the City permit requirements might be. Let's ask the sign shop; another good idea. But I like the idea.

Let's get a cost estimate too.

Thanks for generating this!

On Thu, Jan 12, 2017 at 12:01 PM, Cynthia Rogers
<westchester.cfm@gmail.com> wrote:

Hi all,

Per the email below, love to introduce the idea of placing a larger permanent banner over Sepulveda E'way between 87th Street and Coffee Company. There are two very well placed appointed poles that lead right into the market's footprint, **picture attached**, that allow for great visibility with to and from traffic in the area as well as catching eyes from Coffee Company and alike.

Derryl took a look at the spot and estimated the banner to be 20 by 5 feet and confirmed additional elements we would need (wind slits, reinforced edges and grommets as well as a thicker overall vinyl all of which I confirmed is do'able with our norm Printing Press) - thoughts? I'd really love to proceed with a mock up and get this going.

Don, if you like the idea do you think we can even do it? Would we need a permit?? ...I believe the sign shop next to Printing Press, Randy's shop - he can help with the permit. Additional info detailed below and a picture attached of the location.

If this is something you all want to explore, I can connect with Printing Press to get an estimate/ get a mock up going and we can take it from there,

Best,

Cynthia

----- Forwarded message -----

From: **Cynthia Rogers** <westchester.cfm@gmail.com>

Date: Mon, Jan 9, 2017 at 1:08 PM

Subject: Large Banner/ Triangle location over the street

To: Donald Duckworth <duckworth.donald@gmail.com>, Miki Payne <Miki@hbdrollinger.com>, Les Watt <les@blacktievalet.com>

Hi all,

Okay, I have a Christmas gift requestor New Year's kick off big Wish! Here we go:

- **Picture, attached** - it's of a potential location to place a big ole super large banner to showcase the farmers' market; picture attached with a make-shift doodle in orange to represent the banner (location is on Sepulveda E'way between Coffee Co and 87th Street)
- **Benefits** - on-going large scale permanent signage near the farmers' market location; also when we are in operation ...gots to grab the Coffee Co peeps eyeballs
- **Mock up** - I'd love to start to get a mock up together if you think this is worth exploring

All up, Don - do you think this something we could do if we wanted to? I heard that they have utilized this space for First Fridays ...it appears to be such a great spot.

Best,

Cynthia

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Cynthia Rogers
Westchester Farmers' Market
Operations & Market Management
www.westchesterfarmersmkt.com
[\(310\) 936-9060](tel:3109369060)

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Cynthia Rogers

Re: Sepulveda E'Way/Large Scale permanent banner

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